

DOCUMENT RESUME

ED 206 255

HE 014 373

TITLE Collegiate Sampler: Undergrads Talk About Values, Ambitions, Business.
INSTITUTION Emhart Corp., Hartford, Conn.: Princeton Research Group, Inc., N.J.
PUB DATE 80
NOTE 55p.: Photographs may not reproduce well.
AVAILABLE FROM John F. Budd, Jr., Emhart Corporation, P.O. Box 2730, Hartford, CT 06101.

EDRS PRICE MF01/PC03 Plus Postage.
DESCRIPTORS Achievement Need; *Business: Career Planning; Employment Potential; Goal Orientation; Higher Education; *Occupational Aspiration; *Social Attitudes; *Student Attitudes; *Undergraduate Students; *Values; Vocational Interests; Work Attitudes

ABSTRACT

Information on college students' attitudes toward work, material possessions, national issues, the future, and other topics were surveyed in 1980. A sample of undergraduate students who subscribed to "Business Today" magazine were assessed using a four-page mail questionnaire: of the 2,000 questionnaires sent out, 937 were completed. It was found that the students were less worried about the future than were their parents. Most of the students, nine out of 10, largely liberal arts majors in 153 colleges and universities, were confident that they would find a job after graduation and would be successful in keeping it. Three students out of five said that they did not fear unemployment. While a third showed concern about the future, twice as many were either confident or took a calm, wait-and-see attitude. Eighty-three percent expected to be happy in the 1980s and had faith in the free enterprise system. Although the business world was perceived by the students as sometimes being cold and impersonal, three out of four expected to enjoy work and would work even if they did not need to. Most of the students hoped for a job that is varied and challenging and said they would take on as much responsibility as possible. A college education and degree were seen as requisite to getting a good job (53 percent), and this is more important today, according to three out of five students, than it was in their parents' time. The students believed that skill, talent, hard work, and experience are the keys to being successful at work, whereas they did not consider politics, contacts, or luck as important. Despite their orientation to the business world, the majority held some reservations about the "system". A sample survey form is appended. (SW)

* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *

COLLEGIATE SAMPLER

**UNDERGRADS TALK ABOUT
VALUES, AMBITIONS, BUSINESS**

**A Survey Conducted by
EMHART CORPORATION**

**with
The Princeton Research Group, Inc.**

**With the Assistance
of
The Foundation for
Student Communications, Inc.**

1980

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)

- ☒ This document has been reproduced as received from the person or organization originating it.
- ☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

"PERMISSION TO REPRODUCE THIS
MATERIAL HAS BEEN GRANTED BY

Emhart Corp.

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC)."

About the Survey

This is a report of a mail survey conducted by the Princeton Research Group to provide detailed, quantitative information on today's collegians' attitudes toward work, material possessions, national issues, the future, etc.

Two-thousand 4-page questionnaires were mailed between April 1st and April 10th, 1980 to a sample of students derived from the mailing list of **Business Today** magazine, a publication produced by the Foundation for Student Communication, Inc. The sample was developed by pulling every 100th name from **Business Today's** list of roughly 200,000 subscribers.

By the cut-off date, May 14, 1980, 937 questionnaires had been received. Since 142 questionnaires were returned as undeliverable by the Postal Service, this represents a rate of return of 54%. A normal rate of return for mail surveys of this type is between 20 and 30 percent.

At the 95% confidence level, figures reported herein can be considered to be accurate within $\pm 2\%$ at the 10% response level to $\pm 3.5\%$ at the 50% response level.

Appendix A gives the colleges surveyed in the study and the demographic profile of the respondents, and includes a copy of the survey.

Appendix B contains the complete statistical tables from which the results of the study were compiled.

The survey report may be quoted with proper source credit. Additional copies are available by writing: John F. Budd, Jr. V.P., Emhart Corporation, P.O. Box 2730, Hartford, Connecticut, 06101.

Students Upbeat on '80s

There's a ray of optimism in the gray environment of pessimism overhanging the economy—and it's found on the college campuses.

Today's twenty year olds—the next generation slated to take over the mechanisms of America—are less worried about the future than their parents, according to this new survey of college undergraduates.

Most of the students—nine out of ten—largely liberal arts majors in 153 colleges and universities, are confident that they will land a job after graduation and be successful in keeping it. Three students out of five, or 60 percent, say they do not fear unemployment. While a third of them show concern about the future, twice as many are either confident or take a calm, wait-and-see attitude. Overall, a large majority, 83 percent, expect to be happy in the '80s and have faith in the free enterprise system, believing that it still works most of the time.

The survey is one of the first to directly and exclusively probe the attitudes of this generation's 20-22 year olds—mostly juniors and seniors—toward business, material possessions, national issues and the future.

Although the business world is still perceived by the students as sometimes being cold and impersonal, three out of four expect to enjoy work and would work even if they didn't need to. Most of the students hope for a job that is varied and challenging and they would take on as much responsibility as they can get.

A college education and degree were seen as requisite to getting a good job (53 percent), and this is more important, say three out of five students, than it was in their parents' time.

Reflecting a new mood on the campus, the students believe that skill, talent, hard work and experience are the keys to being successful at work, whereas politics, contacts or luck are not considered important. Again, as contrasted to views about entitlement popularly held in the Sixties, today's college student believes that job security has to be earned, with fewer than one in eleven (9 percent) still believing that it is "a right."

Job satisfaction rates higher than money or personal success, with three-fifths of the collegians, most of whom (84 percent) consider themselves as "doers" or "self-starters."

Despite their orientation to the business world, the majority of the students still hold some reservations about the "system."

A warning . . . and an opportunity

T. Mitchell Ford

An interesting paradox in this survey is the discrepancy between what the students say of themselves and the jobs they anticipate—and what they believe about large corporate and social structures. Whereas they are optimistic and confident about their immediate work, they are less trusting of large corporations.

Although most think the free enterprise system works—at least most of the time—they are divided on whether corporations are doing a good job for the country. The majority say that corporations have too much influence in national affairs. They believe there should be more checks on business, and consequently they favor government regulations.

If their criticisms remain—and, I suggest, these indicate how deep are the roots of their concern about business conduct—and if these negative views are verified by experience on the job, they may enjoy their jobs less, become less committed to them and, perhaps, eventually change their career plans. So it behooves corporations to recognize and be sensitive to their attitudes, and work in a sophisticated manner to modify them in the interests of mutual harmony.

If the U.S. is to regain its productive vigor, it will need the commitment and talents of these young people. At the same time, we must recognize that it is going to take time and consistent effort to regain our credibility in their eyes.

Although their numbers are not overwhelming, I am personally encouraged by the fact that at least one out of four students feel there should be some restraint on the regulation of business profitability and productivity. There are roughly also as many in favor of maintaining the existing degree of regulation. Interesting, too, one-in-three think controls should be relaxed to achieve a better balance between economic development and the environment.

I am especially impressed by the fact that more than half of the students (52 percent) say that foreign affairs is one of the most important problems—together with energy and inflation—facing the nation today.

The United States' morale and optimism may be low, as the students indicate, but as more than half of them also believe, we have not lost our unity. I firmly believe that this can be the catalyst to a decade better than most experts are projecting.

T. Mitchell Ford is chairman and president of Emhart Corporation.

Q. "How important is it to actually graduate from college and receive a diploma?"

A.



BETTER THAN TWO COLLEGE STUDENTS IN THREE SAY IT IS "VERY IMPORTANT" TO ACTUALLY GRADUATE FROM COLLEGE AND RECEIVE A DIPLOMA.

Fewer than one in twenty (5%) say that it is not too important or not at all important to actually graduate while better than one in four says "fairly important" (27%).

Very important	68%
Fairly important	27
Not too important	4
Not at all important	1
No answer	*

* Fewer than one percent.

Q. "What do you think about the so-called 'liberal arts' courses (e.g. English, History, Languages, Music, Art, Economics, etc.)?"

A.



LIBERAL ARTS COURSES ARE SEEN AS INTERESTING AND VALUABLE BY THREE COLLEGE STUDENTS IN FIVE.

Almost another two in five say that some liberal arts courses are interesting and some are dull.

Fewer than three percent of the respondents state that liberal arts courses are neither necessary nor valuable.

Usually interesting and, I guess valuable	58%
Toss up, some interesting; some dull	38
Neither necessary nor valuable	3
No answer	1

It is interesting to note that while 68% of the female college students say that liberal arts courses are interesting and valuable, only 51% of their male counterparts say the same.

Fewer than half (48%) of the science majors reported that liberal arts courses are interesting and valuable. Two-thirds (67%) of the liberal arts majors say that these courses are interesting and valuable.

Q. "All things considered, how would you compare getting an education today versus getting one in your parents' time?"

A.



THREE COLLEGE STUDENTS IN FIVE SAY GETTING A COLLEGE EDUCATION IS MORE VALUABLE TODAY THAN IN THEIR PARENTS' TIME.

About one in five says that a college education is about as valuable now as it was in their parents' time. Nearly another one in five, however, states that a college education is less valuable now.

More valuable today	61%
About as valuable	20
Probably less valuable	1
No answer	1

Q. "Obviously, you're in college. What are the major reasons for which you are working to get a college education?"

A.



TO GET A BETTER JOB IS A MAJOR REASON FOR BEING IN COLLEGE FOR OVER HALF OF COLLEGE STUDENTS NATIONWIDE.

To gain knowledge is the next highest mention as a major reason for being in college for more than one college student in four.

Self-improvement/personal satisfaction is a major reason to be in college for one student in five (22%).

Also frequently stated "to ensure my financial future" is offered by one collegian in five (20%) nationwide.

Roughly equal numbers of students say a major reason for being in college is to achieve a position in a specific career (12%) and/or to open their opportunities (10%).

All other mentions were offered by fewer than 7%.

To get a better job	53%
To gain knowledge	27
Self-improvement/satisfaction	22
To ensure financial future	20
Specific career choice	12
To open opportunities	10
To get a college experience	7
To go to grad school	5
To do some good in the future	5

Other answers (each 2% or fewer)

Age seems to influence the likelihood of a student believing to gain knowledge is a major reason for going to college. Thirty-five percent of students 20 and under offer "to gain knowledge" in response to this question whereas only 24% of students 23 and over state this. Students in the Northeast are most likely (36%) to feel a major reason for being in college is to gain knowledge and students in the Southeast are least likely (22%) to offer the same.

Technical students feel most often that a major reason for being in college is to ensure their financial futures (38%) while liberal arts majors least often state this (16%).

While 14% of Northeastern collegians are working to get a college education to open their opportunities or broaden their horizons, only 4% of Western collegians are going to college to achieve this goal.

Q.

"How do you rate the following as important to you?"

A.



SIX COLLEGE STUDENTS IN SEVEN RATE FRIENDSHIPS AS VERY IMPORTANT.

A career, marriage and a family are rated significantly less important than friendships. And money and community leadership are considered even less important by college students.

	Very Important	Somewhat Important	Not too Important	Not Important	No Answer
Friendships	86%	13	1	*	*
Steady Work; a career	67	27	4	*	*
Marriage and a Family	61	28	6	4	*
Being a leader in the Community	11	42	34	13	*
Having lots of money	10	51	29	10	*

*Less than one percent.

Q.

"What kind of job/career would you most like to have?"

A.



NEARLY ONE STUDENT IN FIVE WOULD MOST LIKE A JOB THAT INVOLVES PERSONAL SERVICE.

When asked what type of job/career they would most like, 19% of the collegians nationwide indicated that they would prefer one that involves personal service.

Almost as frequently mentioned as a job choice by college students is one that offers public/community service opportunities (18%).

About one student in seven (15%) indicates that he/she would most like a job that offers the best security.

Only one student in eleven (9%) considers money the most important factor in choosing a job.

One that involves personal service	19%
One that offers public/community service	18
One that offers the best security	15
One that offers the most money	9
Other answers	36
No answer	3

Females are more inclined (26%) to want a job that offers public and community service opportunities than are their male counterparts (13%).

Science students are somewhat less likely (11%) to desire a position that offers public and community service opportunities than are students majoring in liberal arts (23%) or technical studies (25%).

It should be noted that more than a third (36%) of the collegians chose the "other" response. Some of these wrote in their job preferences. On a qualitative basis, these preferences tended to consist of either combinations of several of the given alternatives or desires for job challenge or interest.

Q. "Would you prefer a job that is varied and challenging? Or routine and secure?"

A.



MORE THAN NINE-TENTHS OF THE COLLEGE STUDENTS SAY THEY WOULD PREFER A JOB THAT IS VARIED AND CHALLENGING TO ONE THAT IS ROUTINE AND SECURE.

Only a very few (6%) mention that they would prefer a routine and secure job.

Varied and challenging	92%
Routine and secure	6
No answer	2

Students from the Southeastern United States seem slightly more likely to lean toward a routine job than students from other sections of the country.

Q.

"What do you think really pays off at work?"

A.



COLLEGE STUDENTS SEE SKILL, HARD WORK AND EXPERIENCE AS THE GREATEST CONTRIBUTING FACTORS TO SUCCESS AT WORK

Contacts and education are considered less helpful in getting ahead at work, 36% and 24% respectively. Politics (13%) and luck (10%) are least often considered important factors in obtaining job success.

Skill or talent	68%
Hard work	65
Experience	61
Contacts (who you know)	36
Education	32
Politics	13

Totals add to more than 100% on this and some subsequent tables because of multiple mentions.

Younger students, 20 and under, are somewhat less inclined to indicate that politics pays off at work than older students, 23 and over, (9% versus 17%).

However, younger students more frequently state that contacts (who you know) pay off at work (45%) than do their older colleagues (33%).

Males feel more strongly that hard work pays off (70%) than do female college students (61%).

Female college students believe experience is more important in getting ahead in a job (69%) than do their male counterparts (57%).

More technical students (nursing, etc.) state that experience pays off in a job (75%) than do liberal arts majors (57%) or science majors (64%).

Q.

"Do you expect to enjoy work?"

A.



NEARLY THREE COLLEGE STUDENTS IN FOUR REPLY THAT THEY EXPECT TO ENJOY WORK.

Another one in four (25%) state that they hope they will enjoy working while only one in 100 (1%) answer "no" to the question:

Yes	73%
I hope so	26
No	1

Q.

"Do you fear unemployment?"

A.



THREE COLLEGE STUDENTS IN FIVE DO NOT FEAR UNEMPLOYMENT.

Another three in ten (30%) state that they do have fears about being unemployed while 10% of the students don't know if they do or do not fear unemployment at this point in time.

No	60%
Yes	30
Don't know	10

Females appear to be more fearful of unemployment (35%) than do males (26%).

Those students studying liberal arts are more apprehensive of the availability of work (35%) than students studying for a technical (27%) or science (24%) career.

Responses differ slightly by geographic location. Students in the Southeast are most fearful of unemployment (36%) whereas students in the Northeastern United States are the least fearful (26%).

Q.

"Do you feel confident about your ability to get and hold a job?"

A.



MORE THAN NINE COLLEGE STUDENTS IN TEN FEEL CONFIDENT ABOUT THEIR ABILITY TO GET AND HOLD A JOB.

Only one college student in twelve (8%) feels problems may occur in getting and holding a job.

Yes, I feel pretty confident	92%
No, I may have problems	8

Male college students show more confidence in their ability to obtain and hold a job (95%) than do female students (88%).

Seniors and graduate students also appear more confident (94%) than do upperclassmen (89%).

Some difference in confidence is visible between students in different majors. Science majors are the most confident (96%) and liberal arts majors are the least confident of their ability to get and keep a job (89%).

Q. "Do you think job security is to be earned? A right? A matter of luck?"

A.



NEARLY SIX COLLEGE STUDENTS IN SEVEN FEEL THAT JOB SECURITY IS TO BE EARNED.

Fewer than one in eleven feel job security is a right (9%) and another one in twenty (5%) feels job security is a matter of luck.

To be earned	84%
A right	9
A matter of luck	5
No answer	2

The responses to this question are remarkably uniform with respect to demographic breakdowns.

Q. "How important to you is a steady job?"

A.



A STEADY JOB IS VERY IMPORTANT TO APPROXIMATELY THREE COLLEGE STUDENTS IN FIVE.

Slightly more than a third of the students say that a steady job is only reasonably important to them (36%). Six percent of the respondents indicate that steady employment is not vital.

Very important	58%
Reasonably important	36
Not vital	6

Students in the Southeastern United States stand out from the other areas of the country in that they indicate most frequently that a steady job is very important to them. Nearly seven in ten (69%) of these students feel a steady job is very important while only one in fifty (2%) says a steady job is not vital.

Q.

"What are your expectations for work?"

A.



ROUGHLY NINE-TENTHS OF THE RESPONDENTS EXPECT TO ENJOY WORK.

Another tenth of the students indicate that they expect work to be "Okay, but not great." Only one percent don't expect to enjoy work.

I will enjoy it	89%
It will be okay, but not great	10
I'll do it because it's a necessity but I don't expect to enjoy it much	1

Q.

"At work, will you accept more, or less, responsibility?"

A.



SEVEN STUDENTS IN EIGHT NATIONWIDE PLAN TO SEEK AS MUCH RESPONSIBILITY AT WORK AS THEY CAN GET.

One in nine prefers to have less job responsibility.

As much responsibility as you can get	88%
Prefer less responsibility	11
No answer	1

More students pursuing a technical degree would prefer more responsibility at work (19%) than liberal arts (8%) or science majors (12%).

Students in the Northeast and Southeast appear to have more desire for job responsibility than do students in the Midwest and West.

Q.

"Which of the following is more important to you?"

A.



JOB SATISFACTION IS MORE IMPORTANT THAN MONEY OR PERSONAL SUCCESS TO THREE-FIFTHS OF COLLEGE STUDENTS ACROSS THE COUNTRY.

A third (33%) of the college students choose "being successful on their own" as more important than money or job satisfaction. Only one student in 25 (4%) choose money as most important.

Job Satisfaction	61%
Being Successful on your own	33
Money	4
No answer	1

Q.

"If you had all the money you need to live comfortably would you still want some kind of regular job?"

A.



ROUGHLY THREE COLLEGE STUDENTS IN FOUR WOULD WORK EVEN IF THEY DIDN'T NEED THE MONEY.

Only seven percent of the students say they would not want a regular job if they had all the money they might need to live comfortably. Nearly one in six are not sure what they would do in that event.

Yes	77%
No	7
Not sure	16

Q. "Do you think the 'system' (private enterprise) still, basically, works in the United States?"

A.



FIVE-SIXTHS OF UNITED STATES COLLEGE STUDENTS SHOW SOME FAITH IN THE FREE ENTERPRISE SYSTEM.

The answer "it works most times", which must be viewed as the "middle-of-the-road" response, was chosen by almost half (48%) of the respondents. Over a third (35%) of the students offer strong support for the free enterprise system while only eight percent of the students think the "system" no longer works in the United States. One in eleven (9%) chose "I don't know."

Yes, it still works	35%	
It works most times	48	83%
No, it doesn't work	8	
I don't know	9	

Male students show more support for the "system" than do their female counterparts: 42% of the men saying "yes, it still works", opposed to 25% of the women choosing this answer. Many more women than men feel they don't know whether or not free enterprise still works (15% versus 5%).

Undergraduates are less likely to voice an opinion (13% "don't know") than are seniors and graduate students (6%).

While one liberal arts major in ten says the "system" doesn't work, only seven percent of science majors and one percent of technical students say this. Nearly one technical student in five (19%) doesn't know as compared with about one liberal arts or science major in twelve (8%) also saying this.

Students from the Midwest are most likely to support free enterprise, two in five (39%) saying the "system" still works, while students from the far West are the least likely to say free enterprise still works in the United States (29%).

Q. "Do you agree that the business world is cold and impersonal?"

A.



SOMETIMES THE BUSINESS WORLD IS COLD AND IMPERSONAL, AND SOMETIMES IT IS NOT, ACCORDING TO NEARLY THREE COLLEGE STUDENTS IN FIVE.

One in five (21%) thinks the business world is impersonal and another 17% of the students say this is not true.

Sometimes yes,	
sometimes no	58%
Yes, I think	
it is	21
No, I really don't	
think so	17
I'm not sure	4

Students 23 and older are more likely than their younger associates to give either a definite "yes" or "no" answer to the question.

Q.

"Would you consider yourself a do-er . . . a self-starter?"

A.



ABOUT FIVE COLLEGIANS IN SIX CONSIDER THEMSELVES SELF-MOTIVATED.

When asked if they consider themselves do-ers or self-starters, five-sixths (84%) of the respondents said "yes". Fewer than one-sixth of the students said "no" (15%).

Yes	84%
No	15
No answer	1

Liberal arts majors most often consider themselves initiators (87%) while technical students least often consider themselves such (74%).

Q.

"Do you think large corporations, on balance, have been doing a good job for the country?"

A.



STUDENTS' OPINIONS ARE DIVIDED AS TO WHETHER OR NOT LARGE CORPORATIONS HAVE BEEN DOING A GOOD JOB FOR THE COUNTRY.

Roughly equal numbers of students believe either that large corporations, on balance, have been doing a good job for the country (36%) or that large corporations have not been doing a good job for the country (35%). More than one in four (27%) prefer to say neither yes nor no to the question.

Yes	36%
No	35
I don't know	27
No answer	1

Male students more often say that large corporations have been doing a good job (42% versus 29%) than females who are more likely to say they "don't know" (34% versus 22%). Roughly equal proportions of male and female students feel that large corporations have not been doing a good job.

Q. "Do you feel large corporations have too much influence on our society and national affairs?"

A.



THREE QUARTERS OF THE COLLEGE STUDENTS BELIEVE LARGE CORPORATIONS HAVE TOO MUCH INFLUENCE.

One in five (20%) feel corporations have the right amount of influence on our society and national affairs and three percent indicate that corporations don't have enough influence.

Yes, I do	76%
No, just the right influence	20
Not enough influence	3
No answer	2

Technical students state that large corporations have too much influence more frequently than do liberal arts and science majors (88% versus 76% and 73%).

Q. "Do you think the activities, productivity and profitability of large corporations should be regulated more? Or less?"

A.



ALMOST HALF THE COLLEGIANS THINK LARGE CORPORATIONS SHOULD BE MORE REGULATED.

About one in four (27%) think the regulation of large corporations should be kept the same and roughly another one in four (23%) think that the profitability, productivity and activities of large corporations should be less regulated.

More regulated	46%
Kept the same	27
Less regulated	23
No answer	4

A far higher percentage of females believe large corporations should be more regulated (56% versus 40%) while their male counterparts come out in favor of fewer regulations (28% versus 15%).

Whereas a higher percentage of students 23 and older think large corporations should be less regulated, younger students 20 and under are more likely to think corporate regulations should be kept as they are now.

Technical students are most often in favor of more corporation regulation (57%). Half (50%) of the liberal arts majors are in favor of more regulation. And science majors least often favor increased corporate regulation (40%).

Q. "Is the United States losing its unity? Nerve? Strength? Morale? Optimism? Confidence? Prestige?"

A.



THE UNITED STATES IS MOST OFTEN SEEN BY COLLEGIANS TO BE LOSING ITS PRESTIGE, MORALE, CONFIDENCE AND OPTIMISM.

"Loss of prestige", indicated by seven students in ten, is the most frequent response.

Also seen to be diminishing in the United States are morale, confidence and optimism, each cited by nearly two students in three.

Roughly half the students feel the United States is losing its nerve and/or strength.

Conversely, over half (53%) the students believe the United States is not losing its unity.

	No	Yes	No Answer
Unity	53%	45%	2%
Nerve	47	50	3
Strength	46	53	2
Morale	34	64	2
Optimism	34	64	2
Confidence	33	64	3
Prestige	28	70	2

Q. "Do you agree/disagree that student demonstrations have a place on the college campus today?"

A.



ABOUT FIVE-SIXTHS OF THE COLLEGE STUDENTS NATIONWIDE BELIEVE THAT AT LEAST SOMETIMES STUDENT DEMONSTRATIONS HAVE A PLACE ON THE COLLEGE CAMPUS TODAY.

Fewer than half (44%) the collegians agree outright that student demonstrations have a place on the college campus today. Two in five (40%) indicate that sometimes student demonstrations have a place while fewer than one in six (16%) feel demonstrations do not have a place.

Agree	44%	
Sometimes	40	84%
Disagree	16	

Q. "Do you think any tangible gain was achieved by the campus protests in the '60s?"

A.



TANGIBLE GAIN WAS ACHIEVED BY CAMPUS PROTESTS IN THE '60s ACCORDING TO THREE STUDENTS IN FIVE.

One-fifth (20%) of the collegians think the campus protests achieved no tangible gain.

Almost the same number (19%) say they don't know if any gain was achieved by the protests.

Yes	60%
No	20
I Don't Know	19

Q. "Do you think some trade-off should be made to obtain a better balance between environmental and social controls on the one hand, and economic development (e.g. energy, etc.) on the other?"

A.



APPROXIMATELY THREE-FIFTHS OF THE COLLEGE STUDENTS BELIEVE THAT A TRADE-OFF SHOULD NOT BE MADE BETWEEN ENVIRONMENTAL CONTROL AND ECONOMIC DEVELOPMENT; TIGHT CONTROLS SHOULD BE MAINTAINED.

One in three (33%) believes that better balance can be achieved by relaxing controls.

No, tight controls should be maintained	62%
Yes, controls should be relaxed	33
No answer	5

Q. "How do you feel about the future? The 1980s?"

A.



BETTER THAN A THIRD OF THE COLLEGIANS ARE WORRIED ABOUT THEIR FUTURE IN THE DECADE AHEAD.

Approximately another third (32%) feel confident in looking at the future and the remainder (31%) are hesitant to make a prediction.

Worried	36%
Confident	32
Neither, I'll wait and see	31
No answer	1

A higher percentage of male students are confident (37% versus 25%) and conversely, a higher percentage of female students are worried (43% versus 31%).

Q. "Do you expect to be happy in the 80s?"

A.



OPTIMISM RUNS HIGH AMONG TODAY'S COLLEGIANS.

When asked if they expect to be happy in the '80s, a large majority (83%) of the collegians say "yes". The next most frequent response is "not sure" (15%). Only 2% of the students say they do not expect to be happy in the coming decade.

Yes	83%
No	2
Not sure	15

Q. "What are the four biggest problems facing the United States?"

A.



ENERGY IS CITED MOST OFTEN AS ONE OF THE FOUR BIGGEST PROBLEMS FACING THE UNITED STATES TODAY.

Nearly three collegians in five (58%) cite energy as one of the four biggest problems facing the United States.

International relations and inflation are each mentioned by roughly half (52%) of the students nationwide.

Economic problems other than inflation are mentioned by almost two respondents in five (37%).

Loss of pride in Americans and lack of national leadership are each mentioned by almost a third (31%) of the students across the country.

A fifth (20%) of the collegians believe the possibility of war is also a problem facing the country today.

Of college students nationwide, one in six (16%) is concerned that the government or government spending is getting too big.

Another one in seven (14%) shows wariness of big business activities.

Energy	58%
International relations	52
Inflation	52
Other economic problems	37
Loss of pride in Americans	31
Lack of national leadership	31
War	20
Government is getting (or is) too big/government spending	16
All other answers (each fewer than 5%)	

Almost three students—20 and under—in five (59%) cite international relations as a major problem facing the United States. Older students, 23 and over, show less concern, with less than half (45%) mentioning this. Along the same lines, students from the Southeast show more concern about international relations than do Westerners (58% versus 44%).

Westerners show the most concern about a loss of pride in Americans (40%) while Midwestern college students show the least concern about this loss of pride (28%).

Science majors (21%) point to big government more often than liberal arts majors (13%) or technical students (8%) when identifying problems facing the United States.

Q.

"What are the major personal problems you will face in the '80s?"

A.



FINDING A JOB AND FINANCIAL CONCERNS ARE MENTIONED MOST FREQUENTLY AS PERSONAL PROBLEMS FACING COLLEGE STUDENTS.

When asked what major personal problems they will face in the 80s, almost half (47%) of the collegians nationwide indicate finding a job will be a problem.

Financial worries are also on the minds of three collegians in seven (43%).

The third most frequent mention is marriage, given by almost a third (30%) of the respondents.

It should be noted that one collegian in nine (11%) does not foresee any major personal problems in the 80s.

Finding a job	47%
Financial worries	43
Marriage	30
Getting settled	15
Getting through school financially	10
Integrating marriage/career	8
Other answers (each fewer than 7%)	
No answer/none	11

It is interesting to observe that students age 20 and under expect finding a job to be a problem more often (59%) than do their 23 and older associates (40%).

Science majors state that they expect finding a job to be a problem less often (39%) than do liberal arts majors or technical students (53% each).

Students in the Western section of the country are less often (35%) concerned about finding a job than their peers in the rest of the country (47%-52%).

While roughly one-seventh (15%) of all collegians nationwide expect getting settled to be a future personal problem, nearly one in five (19%) of students 20 and under have this concern and only 8% of students 23 and over state this.

Slightly more than one female college student in seven (15%) expect the integration of marriage and a career to be a major personal problem in the decade ahead. Males, however, state this less often, with only 3% seeing this as a possible conflict.

APPENDIX A

I. RESPONDENT DEMOGRAPHICS

AGE

Total Respondents	937
	Percentage
20 and under	22%
20 to 22	54
23 and over	24

SEX

Total Respondents	937
	Percentage
Male	58%
Female	41
No answer	*

* Fewer than 1%

CLASS STANDING

Total Respondents	937
	Percentage
Freshman	3%
Sophomore	3
Junior	29
Senior	57
Graduate	8

ACADEMIC MAJOR

Total Respondents	937
	Percentage
Liberal Arts	52%
Sciences	40
Technical	8

COLLEGE REGION

Total Respondents	937
	Percentage
Northeast	24%
Southeast	16
Midwest	47
West	12
No answer	*

* Fewer than 1%

II. PARTICIPATING COLLEGE CAMPUSES

Abilene Christian University	20	Mississippi State University	818	University of Maine	272
Albion College	887	Montana College of Science & Technology	146	University of Maryland	1352
Amherst College	741	Montana State University	316	University of Miami	1783
Andrews University	16	Mount Holyoke College	967	University of Michigan	5783
Angelo State University	35	Murray State University	100	University of Minnesota	5126
Arizona State University	1512	New Mexico State University	114	University of Mississippi	183
Arkansas Tech. University	34	North Dakota State University	191	University of Missouri	669
Auburn University	2406	Northwestern University	2897	University of Montana	613
Bates College	669	Norwich University	79	University of Nebraska	718
Baylor University	734	Oberlin College	1046	University of Nevada	3486
Boston University	8146	Ohio State University	1	University of New Hampshire	192
Bowdoin College	479	Ohio University	781	University of New Mexico	585
Bradley University	98	Oklahoma State University	595	University of North Carolina	393
Brandeis University	1186	Oregon State University	867	University of North Carolina	4079
Brigham Young University	1400	Pennsylvania State University	1781	University of Northern Colorado	225
Brown University	2324	Pitzer College	264		1718
Bucknell University	1204	Purdue University	2419	University of Notre Dame	2812
Carleton College	738	Reed College	356	University of Oklahoma	576
Central State University	4	Rensselaer Polytechnic Institute	1834	University of Oregon	279
Clarkson College of Technology	674	Rust College	3	University of Pennsylvania	5169
Clemson University	662	Rutgers University	2720	University of Pittsburgh	79
Colby College	804	Sam Houston State University	35	University of Portland	161
College of St. Scholastica	6	South Dakota School of Mines and Tech.	196	University of Rhode Island	130
College of William & Mary	1886	Southeastern Oklahoma State University	72	University of South Dakota	417
Colorado School of Mines	323	Southern University A & M College	1157	University of South Florida	567
Colorado State University	377	Stanford University	2689	University of Southern California	455
Columbia Union College	8	SUNY At Albany	1232	University of Southern Colorado	62
Cornell University	5574	Syracuse University	1	University of Southern Mississippi	2026
Duke University	2870	Tennessee Tech University	564	University of Southwest Louisiana	467
Emory University	2608	Texas A & M University	2363	University of Tennessee	1346
Florida Atlantic University	210	Texas Tech University	583	University of Texas	287
Franklin & Marshall College	927	Tri-State University	70	University of Utah	4628
Georgetown University	2682	Trinity College	919	University of Vermont	1108
Grinnell College	493	Tufts University	806	University of Washington	910
Hamilton College	635	Tulane University	2776	University of Wisconsin	6640
Harvey Mudd College	208	Union College	3	University of Wisconsin	10
Idaho State University	18	University of Arizona	2992	University of Wisconsin	615
Illinois Institute of Tech	1004	University of Arkansas	1948	Valdosta State College	53
Illinois State University	160	University of California	1311	Vanderbilt University	2356
Indiana University	1816	University of Chicago	1998	Washington University	6628
Iowa State University of Science & Technology	1500	University of Cincinnati	705	Western Illinois University	94
John Brown University	22	University of Colorado	564	Western Kentucky University	88
Kansas State University	646	University of Connecticut	217	Western Michigan University	440
Kenyon College	568	University of Florida	1571	Wheaton College	776
Lafayette College	98	University of Houston	956	Wichita State University	342
Lamar University	385	University of Idaho	1236	Williams College	907
Lewis & Clark College	680	University of Illinois	8242	Worcester Polytechnic Institute	563
Louisiana State University	919	University of Iowa	239	Yale University	2466
Marquette University	3588	University of Kansas	3731		
McNeese State University	66	University of Kentucky	677		
Miami University	1227	University of Louisville	1723		
Michigan State University	876				
Michigan Tech University	1272				
				TOTAL	185,126

III. THE SURVEY

An international company, Emhart Corporation, recently asked our aid in developing a profile of the mood prevailing on today's campuses. So we are soliciting your views and opinions on a variety of factors — your attitude toward college, the future, etc. The company will share these findings with its college interviewers and management development experts so they may better understand the priorities of tomorrow's managers. A published report of the findings for educators and editorial writers will also be available to any person interested.

Emhart is a conservative New England company, based in Farmington, Connecticut but operating in some 30 nations. It produces industrial machinery of the type that make tires, bottles and shoes. It also produces hardware, electronic components, fasteners. It ranks 201 among the top 500 industrial firms. Although not highly visible, the company has received some attention for its person-to-person managing style.

This questionnaire will only take a few minutes to complete. We appreciate your cooperation. Please return it in the stamped self-addressed envelope to the Princeton Research Group, who will tabulate and analyze the replies. You need not sign it. You will be able to review the summary findings in an upcoming advertisement the company will publish in our publication, **Business Today**. Thank you.

FOUNDATION FOR STUDENT COMMUNICATION, INC.*

*Foundation For Student Communication, Inc. is an independent non-profit student run organization dedicated to promoting communication between the business and academic communities.

1. How important is it to actually graduate from college and receive a diploma?

- Very important ☐ 1
 Fairly important ☐ 2
 Not too important ☐ 3
 Not important at all ☐ 4

2. What do you think about the so-called "liberal arts" courses (e.g. English, History, Languages, Music, Art, Economics, etc.)?

- Usually interesting and, I guess, valuable ☐ 1
 Toss up, some interesting; some dull ☐ 2
 Neither necessary nor valuable ☐ 3

3. All things considered, how would you compare getting an education today versus getting one in your parents' time?

- More valuable today ☐ 1
 About as valuable ☐ 2
 Probably less valuable ☐ 3

4. Obviously you're in college. What are the major reasons you are working to get a college education?

5. How do you rate the following as important to you?

	Very important	Somewhat important	Not too important	Not important
Marriage and a Family	☐ 1	☐ 2	☐ 3	☐ 4
Friendships	☐ 1	☐ 2	☐ 3	☐ 4
Steady work; a career	☐ 1	☐ 2	☐ 3	☐ 4
Having lots of money	☐ 1	☐ 2	☐ 3	☐ 4
Being a leader in the community	☐ 1	☐ 2	☐ 3	☐ 4

6. What kind of job/career would you most like to have? (Please choose only one.)

- One that offers the most money ☐ 1
 One that offers public/community service opportunities ☐ 2
 One that offers the best security ☐ 3
 One that involves personal service ☐ 4
 Other ☐ 5

7. Would you prefer a job that is?

- Routine and secure ☐ 1
 Varied and challenging ☐ 2

8. What do you think really pays off at work? (Pick 3 or less)

- Skill or talent ☐ 1
 Politics ☐ 2
 Hard work ☐ 3
 Contacts (who you know) ☐ 4
 Luck ☐ 5
 Education ☐ 6
 Experience ☐ 7

9. Do you expect to enjoy work?

- Yes ☐ 1
 I hope so ☐ 2
 No ☐ 3

10. Do you fear unemployment?

- Yes ☐ 1
 No ☐ 2
 Don't know ☐ 3

11. Do you feel confident about your ability to get and hold a job?

- No, I may have problems ☐ 1
 Yes, I feel pretty confident ☐ 2

12. Do you think job security is:

- A right ☐ 1
 To be earned ☐ 2
 A matter of luck ☐ 3

13. How important to you is a steady job?

- Very important ☐₁
Reasonably important ☐₂
Not vital ☐₃

14. What are your expectations for work?

- I will enjoy it ☐₁
It will be okay, but not great ☐₂
I'll do it because it's a necessity but I don't expect to enjoy it much ☐₃

15. At work would you accept:

- As much responsibility as you can get ☐₁
Prefer less responsibility ☐₂

16. Which is more important to you?

- Money ☐₁
Job satisfaction ☐₂
Being successful on your own ☐₃

17. If you had all the money you need to live comfortably would you still want some kind of regular job?

- Yes ☐₁
No ☐₂
I'm not sure ☐₃

18. Do you think the "system" (private enterprise) still, basically, works in the United States?

- Yes, it still works ☐₁
It works most times ☐₂
No, it doesn't work ☐₃
I don't know ☐₄

19. Do you agree that the business world is cold and impersonal?

- Yes, I think it is ☐₁
No, I really don't think so ☐₂
Sometimes yes, sometimes no ☐₃
I'm not sure ☐₄

20. Would you consider yourself a do-er . . . a self-starter?

- Yes ☐₁
No ☐₂

21. Do you think large corporations, on balance, have been doing a good job for the country?

- Yes ☐₁
No ☐₂
I don't know ☐₃

22. Do you feel large corporations have too much influence on our society and national affairs?

- Yes, I do ☐₁
No, just the right influence ☐₂
Not enough influence ☐₃

23. Do you think the activities, productivity and profitability of large corporations should be:

- More regulated ☐₁
Less regulated ☐₂
Kept the same ☐₃

24. Is the United States losing its:

- | | NO | YES |
|------------|---------------------------------------|---------------------------------------|
| Nerve | ☐ ₁ | ☐ ₂ |
| Optimism | ☐ ₁ | ☐ ₂ |
| Strength | ☐ ₁ | ☐ ₂ |
| Confidence | ☐ ₁ | ☐ ₂ |
| Morale | ☐ ₁ | ☐ ₂ |
| Prestige | ☐ ₁ | ☐ ₂ |
| Unity | ☐ ₁ | ☐ ₂ |

25. Do you agree/disagree that student demonstrations have a place on the college campus today?

- Agree ☐₁
Disagree ☐₂
Sometimes ☐₃

26. Do you think any tangible gain was achieved by campus protests in the '60s?

- Yes ☐ 1
No ☐ 2
I don't know ☐ 3

27. Do you think some trade off should be made to obtain a better balance between environmental and social controls on the one hand and economic development (e.g. energy, etc.) on the other?

- Yes, controls should be relaxed ☐ 1
No, tight controls should be maintained ☐ 2

28. How do you feel about the future? The 1980s?

- Confident ☐ 1
Worried ☐ 2
Neither, I'll wait and see ☐ 3

29. Do you expect to be happy in the '80s?

- Yes ☐ 1
No ☐ 2
Not sure ☐ 3

30. What are the four biggest problems facing the United States?

31. What are the major personal problems you will face in the '80s?

Just to help us properly weigh-in your views, could you supply us with this general data? Thanks again.

Your age _____ Sex _____

Your class (Freshman, etc.) _____

Your major _____ Minor _____

Your college region (North, East, etc.) _____

COLLEGIATE SAMPLER

APPENDIX B STATISTICAL TABLES



Q.1 HOW IMPORTANT IS IT TO ACTUALLY GRADUATE FROM COLLEGE AND RECEIVE A DIPLOMA?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	801 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
VERY IMPORTANT	640 68.3	149 72.3	344 68.4	145 64.2	363 66.5	275 70.9	236 70.4	404 67.2	334 69.2	261 68.9	44 61.1	160 69.9	104 69.8	309 69.8	66 57.4
FAIRLY IMPORTANT	249 26.6	49 23.8	134 26.6	66 29.2	151 27.7	82 24.5	82 24.5	166 27.6	128 26.5	96 25.3	25 34.7	55 24.0	41 27.5	112 25.3	41 35.7
NOT TOO IMPORTANT	33 3.5	4 1.9	17 3.4	12 5.3	20 3.7	12 3.6	12 3.6	21 3.5	15 3.1	14 3.7	3 4.2	9 3.9	3 2.0	16 3.6	5 4.3
NOT IMPORTANT AT ALL	10 1.1	3 1.5	5 1.0	2 .9	8 1.5	3 .9	3 .9	7 1.2	4 .8	6 1.6	-	5 2.2	-	3 .7	2 1.7
NOT REPORTED	5 .5	1 .5	3 .6	1 .4	4 .7	2 .6	2 .6	3 .5	2 .4	2 .5	-	-	1 .7	3 .7	1 .9

Q.2 WHAT DO YOU THINK ABOUT THE SO-CALLED "LIBERAL ARTS" COURSES (E.G. ENGLISH, HISTORY, LANGUAGES, MUSIC, ART, ECONOMICS, ETC.)?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	801 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
USUALLY INTERESTING AND, I GUESS, VALUABLE	543 59.0	116 56.3	311 61.8	115 50.9	278 50.9	264 68.0	193 57.6	349 58.1	321 66.5	181 47.8	39 54.2	138 60.3	82 55.0	262 59.1	60 52.2
TOSS UP, SOME INTERESTING, SOME DULL	356 38.0	85 41.3	168 33.4	102 45.1	237 43.4	118 30.4	133 39.7	223 37.1	151 31.3	176 46.4	28 38.9	81 35.4	62 41.6	162 36.6	51 44.3
NEITHER NECESSARY NOR VALUABLE	27 2.9	5 2.4	17 3.4	5 2.2	25 4.6	2 .5	5 1.5	22 3.7	4 .8	20 5.3	3 4.2	7 3.1	3 2.0	14 3.2	3 2.6
NOT REPORTED	11 1.2	-	7 1.4	4 1.8	6 1.1	4 1.0	4 1.2	7 1.2	7 1.4	2 .5	2 2.8	3 1.3	2 1.3	5 1.1	1 .9

Q.3. ALL THINGS CONSIDERED, HOW WOULD YOU COMPARE GETTING AN EDUCATION TODAY VERSUS GETTING ONE IN YOUR PARENTS' TIME?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	801 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
MORE VALUABLE TODAY	569 60.7	130 63.1	309 61.4	128 56.6	331 60.6	237 61.1	210 62.7	350 59.6	286 59.2	235 62.0	47 65.3	122 53.3	101 67.8	276 62.3	69 60.0
ABOUT AS VALUABLE	185 19.7	44 21.4	98 19.5	43 19.0	103 18.9	81 20.9	72 21.5	113 18.8	98 20.3	74 19.5	12 16.7	59 25.8	18 12.1	90 20.3	18 15.7
PROBABLY LESS VALUABLE	172 18.4	31 15.0	92 18.3	49 21.7	103 18.9	68 17.5	52 15.5	120 20.0	95 19.7	64 16.9	13 18.1	44 19.2	29 19.5	72 16.3	27 23.5
NOT REPORTED	11 1.2	1 .5	4 .8	6 2.7	9 1.6	2 .5	1 .3	10 1.7	4 .8	6 1.6	-	4 1.7	1 .7	5 1.1	1 .9

Q.4 OBVIOUSLY YOU'RE IN COLLEGE. WHAT ARE THE MAJOR REASONS YOU ARE WORKING TO GET A COLLEGE EDUCATION?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
TO GAIN KNOWLEDGE	257 27.4	71 34.5	133 26.4	53 23.5	139 25.5	118 30.4	99 29.6	158 26.3	149 30.8	95 25.1	12 16.7	82 35.8	33 22.1	103 23.3	39 33.9
SELF IMPROVEMENT/ SATISFACTION	208 22.2	37 18.0	117 23.3	54 23.9	115 21.1	93 24.0	68 20.3	139 23.1	126 26.1	64 16.9	18 25.0	45 19.7	34 22.8	98 22.1	31 27.0
IN ORDER TO GO TO GRAD SCHOOL	49 5.2	18 8.7	25 5.0	6 2.7	28 5.1	21 5.4	21 6.3	28 4.7	24 5.0	24 6.3	1 1.4	19 8.3	5 3.4	21 4.7	4 3.5
TO GET A BETTER JOB	496 52.9	117 56.8	262 52.1	116 51.3	270 49.5	224 57.7	187 55.8	309 51.4	271 56.1	190 50.1	34 47.2	114 49.8	78 52.3	246 55.5	58 50.4
SPECIFIC CAREER CHOICE	108 11.5	22 10.7	53 10.5	33 14.6	64 11.7	43 11.1	35 10.4	73 12.1	49 10.1	47 12.4	12 16.7	21 9.2	15 10.1	58 13.1	14 12.2
TO ENSURE MY FINANCIAL FUTURE	191 20.4	33 16.0	102 20.3	56 24.8	118 21.6	73 18.8	60 17.9	130 21.6	79 16.4	85 22.4	27 37.5	32 14.0	35 23.5	100 22.6	24 20.9
TO GET A COLLEGE EXPERIENCE	61 6.5	16 7.8	37 7.4	8 3.5	35 6.4	26 6.7	23 6.9	37 6.2	31 6.4	25 6.6	5 6.9	20 8.7	11 7.4	25 5.6	5 4.3
TO OPEN MY OPPORTUNITIES	91 9.7	20 9.7	58 11.5	12 5.3	58 10.6	33 8.5	30 9.0	61 10.1	50 10.4	33 8.7	8 11.1	32 14.0	19 12.8	35 7.9	5 4.3
TO ACHIEVE SOCIAL STATUS	20 2.1	3 1.5	8 1.6	9 4.0	15 2.7	5 1.3	3 .9	17 2.8	10 2.1	7 1.8	3 4.2	4 1.7	6 4.0	6 1.4	4 3.5
SO I CAN DO SOME GOOD	42 4.5	8 3.9	26 5.2	7 3.1	29 5.3	13 3.4	15 4.5	27 4.5	18 3.7	19 4.7	5 6.9	13 5.7	-	23 5.2	6 5.2
OTHER	55 5.9	8 3.9	34 6.8	13 5.8	28 5.1	27 7.0	17 5.1	34 6.3	31 6.4	19 5.0	5 6.9	13 5.7	9 6.0	23 5.2	10 8.7
NO ANSWER	30 3.2	3 1.5	15 3.0	12 5.3	20 3.7	10 2.6	13 3.9	17 2.8	18 3.7	8 2.1	3 4.2	8 3.5	6 4.0	13 2.9	2 1.7

Q.5 HOW DO YOU RATE THE FOLLOWING AS IMPORTANT TO YOU?

	MARRIAGE AND FAMILY						CLASS		MAJOR			AREA			
	TOTAL	AGE			MALE	FEMALE	JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
		20 & UNDER	21-22	23 & OVER											
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
VERY IMPORTANT	571 60.9	115 55.8	304 60.4	150 66.4	327 59.9	241 62.1	192 57.3	378 62.9	285 59.0	237 62.5	49 68.1	123 53.7	100 67.1	284 64.1	64 55.7
SOMEWHAT IMPORTANT	265 28.3	72 35.0	144 28.6	49 21.7	152 27.9	113 29.1	112 33.4	153 25.5	142 29.4	104 27.4	17 23.6	80 34.9	39 26.2	113 25.5	32 27.8
NOT TOO IMPORTANT	58 6.2	14 6.8	33 6.6	11 4.9	36 6.6	22 5.7	17 5.1	41 6.8	33 6.8	23 6.1	2 2.8	14 6.1	5 3.4	29 6.5	10 8.7
NOT IMPORTANT	39 4.2	5 2.4	20 4.0	14 6.2	30 5.5	9 2.3	13 3.0	26 4.3	21 4.3	15 4.0	2 2.8	10 4.4	5 3.4	15 3.4	9 7.8
NOT REPORTED	4 .4	-	2 .4	2 .9	1 .2	3 .8	1 .3	3 .5	2 .4	-	2 2.8	2 .9	-	2 .5	-

Q.5 HOW DO YOU RATE THE FOLLOWING AS IMPORTANT TO YOU?

	FRIENDSHIPS						CLASS		MAJOR			AREA			
	TOTAL	AGE			MALE	FEMALE	JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
		20 & UNDER	21-22	23 & OVER											
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
VERY IMPORTANT	802 85.6	185 89.8	427 84.9	188 83.2	464 85.0	336 86.6	293 87.5	508 84.5	427 88.4	308 81.3	65 90.3	203 88.6	131 87.9	372 84.0	95 82.6
SOMEWHAT IMPORTANT	122 13.0	19 9.2	70 13.9	33 14.6	74 13.6	47 12.1	37 11.0	85 14.1	50 10.4	64 16.9	7 9.7	21 9.2	17 11.4	66 14.9	18 15.7
NOT TOO IMPORTANT	10 1.1	1 .5	5 1.0	4 1.8	6 1.1	4 1.0	5 1.5	5 .8	5 1.0	5 1.3	-	4 1.7	1 .7	3 .7	2 1.7
NOT IMPORTANT	1 .1	1 .5	-	-	1 .2	-	-	1 .2	-	1 .3	-	1 .4	-	-	-
NOT REPORTED	2 .2	-	1 .2	1 .4	1 .2	1 .3	-	2 .3	1 .2	1 .3	-	-	-	2 .5	-

Q.5 HOW DO YOU RATE THE FOLLOWING AS IMPORTANT TO YOU?

STEADY WORK: A CAREER

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
VERY IMPORTANT	631 67.3	138 67.0	349 69.4	143 63.3	355 65.0	275 70.9	220 65.7	411 68.4	332 68.7	245 64.6	52 72.2	145 63.3	116 77.9	295 66.6	74 64.3
SOMEWHAT IMPORTANT	257 27.4	60 29.1	130 25.8	66 29.2	156 28.6	99 25.5	100 29.9	156 26.0	131 27.1	111 29.3	15 28.8	63 27.5	30 20.1	131 29.6	33 28.7
NOT TOO IMPORTANT	36 3.8	6 2.9	18 3.6	12 5.3	24 4.4	12 3.1	10 3.0	26 4.3	15 3.1	17 4.5	3 4.2	14 6.1	2 1.3	13 2.9	7 6.1
NOT IMPORTANT	6 .6	2 1.0	2 .4	2 .9	5 .9	1 .3	2 .6	4 .7	2 .4	4 1.1	-	3 1.3	1 .7	1 .2	1 .9
NOT REPORTED	7 .7	-	4 .8	3 1.3	6 1.1	1 .3	3 .9	4 .7	3 .6	2 .5	2 2.8	4 1.7	-	3 .7	-

Q.5 HOW DO YOU RATE THE FOLLOWING AS IMPORTANT TO YOU?

HAVING LOTS OF MONEY

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
VERY IMPORTANT	90 9.6	19 9.2	54 10.7	17 7.5	55 10.1	35 9.0	23 8.4	62 10.3	53 11.0	31 8.2	6 8.3	30 13.1	17 11.4	32 7.2	11 9.6
SOMEWHAT IMPORTANT	480 51.2	107 51.9	268 53.3	104 46.0	275 50.4	204 52.6	181 54.0	299 49.8	262 54.2	180 47.5	37 51.4	114 49.8	86 57.7	223 50.3	56 48.7
NOT TOO IMPORTANT	271 28.9	63 30.6	135 26.8	73 32.3	156 28.6	114 29.4	95 28.4	175 29.1	126 26.1	124 32.7	20 27.8	58 25.3	39 26.2	145 32.7	29 25.2
NOT IMPORTANT	91 9.7	16 7.8	44 8.7	30 13.3	57 10.4	33 8.5	29 8.7	62 10.3	39 8.1	43 11.3	8 11.1	26 11.4	7 4.7	40 9.0	18 15.7
NOT REPORTED	5 .5	1 .5	2 .4	2 .9	3 .5	2 .5	2 .6	3 .5	3 .6	1 .3	1 1.4	1 .4	-	3 .7	1 .9

Q.5 HOW DO YOU RATE THE FOLLOWING AS IMPORTANT TO YOU?

BEING A LEADER IN THE COMMUNITY

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
VERY IMPORTANT	106 11.3	31 15.0	55 10.9	19 8.4	71 13.0	34 8.8	46 13.7	60 10.0	59 12.2	41 10.8	6 8.3	28 12.2	20 13.4	46 10.4	12 10.4
SOMEWHAT IMPORTANT	390 41.6	84 40.8	210 41.7	96 42.5	235 43.0	155 39.9	131 39.1	258 42.9	203 42.0	160 39.6	36 50.0	91 39.7	75 50.3	186 42.0	37 32.2
NOT TOO IMPORTANT	318 33.9	66 32.0	180 35.8	71 31.4	175 32.1	142 36.6	115 34.3	203 33.8	167 34.6	127 33.5	23 31.9	77 33.6	40 26.8	152 34.3	49 42.6
NOT IMPORTANT	119 12.7	24 11.7	57 11.3	38 16.8	62 11.4	56 14.4	41 12.2	78 13.0	53 11.0	58 15.3	7 9.7	32 14.0	14 9.4	56 12.6	17 14.8
NOT REPORTED	4 .4	1 .5	1 .2	2 .9	3 .5	1 .3	2 .6	2 .3	1 .2	3 .8	-	1 .4	-	3 .7	-

Q.6 WHAT KIND OF JOB/CAREER WOULD YOU MOST LIKE TO HAVE?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
ONE THAT OFFERS THE MOST MONEY	81 8.6	21 10.2	45 8.9	15 6.6	52 9.5	29 7.5	30 9.0	51 8.5	46 9.5	30 7.9	5 6.9	18 7.9	18 12.1	32 7.2	13 11.3
ONE THAT OFFERS PUBLIC/COMMUNITY SERVICE OPPORTUNITIES	172 18.4	45 21.8	87 17.3	40 17.7	72 13.2	100 25.8	66 19.7	106 17.6	110 22.8	43 11.3	18 25.0	44 19.2	24 16.1	88 19.9	15 13.0
ONE THAT OFFERS THE BEST SECURITY	137 14.6	22 10.7	76 15.1	38 16.8	101 18.5	35 9.0	42 12.5	95 15.8	52 10.8	73 19.3	11 15.3	28 12.2	22 14.8	71 16.0	16 13.9
ONE THAT INVOLVES PERSONAL SERVICE	181 19.3	48 23.3	94 18.7	38 16.8	92 16.8	89 22.9	74 22.1	106 17.6	89 18.4	75 19.8	17 23.6	39 17.0	32 21.5	87 19.6	23 20.0
OTHER	338 36.1	64 31.1	186 37.0	88 38.9	214 39.2	123 31.7	114 34.0	224 37.3	171 35.4	147 38.8	19 26.4	91 39.7	50 33.6	153 34.5	44 38.3
NOT REPORTED	28 3.0	6 2.9	15 3.0	7 3.1	15 2.7	12 3.1	9 2.7	19 3.2	15 3.1	11 2.9	2 2.8	9 3.9	3 2.0	12 2.7	4 3.5

Q.7 WOULD YOU PREFER A JOB THAT IS?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	TECH-SCIENCE	NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
ROUTINE AND SECURE	60 6.4	14 6.8	34 6.8	12 5.3	30 5.5	30 7.7	23 6.9	37 6.2	30 6.2	23 6.1	6 8.3	13 5.7	17 11.4	22 5.0	8 7.0
VARIED AND CHALLENGING	860 91.8	190 92.2	459 91.3	209 92.5	503 92.1	354 91.2	307 91.6	552 91.8	446 92.3	347 91.6	65 90.3	213 93.0	129 86.6	411 92.8	106 92.2
NOT REPORTED	17 1.8	2 1.0	10 2.0	5 2.2	13 2.4	4 1.0	5 1.5	12 2.0	7 1.4	9 2.4	1 1.4	3 1.3	3 2.0	10 2.3	1 .9

Q.8 WHAT DO YOU THINK REALLY PAYS OFF AT WORK?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	TECH-SCIENCE	NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
SKILL OR TALENT	636 67.9	137 66.5	344 68.4	155 68.6	374 68.5	261 67.3	219 65.4	416 69.2	340 70.4	251 66.2	44 61.1	153 66.8	97 65.1	309 69.8	76 66.1
POLITICS	121 12.9	19 9.2	63 12.5	39 17.3	73 13.4	47 12.1	36 10.7	85 14.1	69 14.3	43 11.3	8 11.1	36 15.7	22 14.8	43 9.7	20 17.4
HARD WORK	622 66.4	133 64.6	357 71.0	131 58.0	382 70.0	238 61.3	220 65.7	402 66.9	322 66.7	255 67.3	44 61.1	150 65.5	94 63.1	306 69.1	71 61.7
CONTACTS (WHO YOU KNOW)	339 36.2	92 44.7	172 44.2	75 33.2	191 35.0	147 37.9	139 41.5	200 33.3	186 38.5	128 33.8	22 30.6	84 36.7	58 38.9	152 34.3	45 39.1
LUCK	91 9.7	25 12.1	51 10.1	15 6.6	58 10.6	33 8.5	38 11.3	53 8.8	51 10.6	36 9.5	4 5.6	34 14.8	10 6.7	42 9.5	5 4.3
EDUCATION	295 31.5	65 31.6	140 27.8	89 39.4	164 30.0	129 33.2	109 32.5	185 30.8	141 29.2	128 33.8	25 34.7	62 27.1	50 33.6	143 32.3	40 34.8
EXPERIENCE	572 61.0	118 57.3	318 63.2	135 59.7	311 57.0	259 66.8	195 58.2	376 62.6	275 56.9	242 63.9	54 75.0	138 60.3	94 63.1	271 61.2	58 59.1
NOT REPORTED	4 .4	1 .5	2 .4	-	4 .7	-	2 .6	2 .3	3 .6	-	1 1.4	1 .4	-	3 .7	-

Q.9 DO YOU EXPECT TO ENJOY WORK?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
YES	684 73.0	146 70.9	364 72.4	174 77.0	409 74.9	275 70.9	235 70.1	449 74.7	350 72.5	281 74.1	51 70.8	158 69.0	106 71.1	335 75.6	84 73.0
I HOPE SO	244 26.0	59 28.6	133 26.4	50 22.1	130 23.8	111 28.6	98 29.3	145 24.1	130 26.9	92 24.3	21 29.2	68 29.7	43 28.9	103 23.3	30 26.1
NO	8 .9	1 .5	6 1.2	1 .4	6 1.1	2 .5	2 .6	6 1.0	3 .6	5 1.3	-	3 1.3	-	4 .9	1 .9
NOT REPORTED	1 .1	-	-	1 .4	1 .2	-	-	1 .2	-	1 .3	-	-	-	1 .2	-

Q.10 DO YOU FEAR UNEMPLOYMENT?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
YES	278 29.7	61 29.6	147 29.2	69 30.5	141 25.8	136 35.1	88 26.3	190 31.6	169 35.0	91 24.0	16 22.2	59 25.8	53 35.6	128 28.9	37 32.2
NO	565 60.3	122 59.2	304 60.4	138 61.1	352 64.5	212 54.6	205 61.2	359 59.7	271 56.1	247 65.2	47 65.3	135 59.0	81 54.4	280 63.2	69 60.0
DON'T KNOW	92 9.8	23 11.2	50 9.9	19 8.4	52 8.5	39 10.1	42 12.5	50 8.3	42 8.7	41 10.8	8 11.1	34 14.3	15 10.1	34 7.7	9 7.8
NOT REPORTED	2 .2	-	2 .4	-	1 .2	1 .3	-	2 .3	1 .2	-	1 1.4	1 .4	-	1 .2	-

Q.11 DO YOU FEEL CONFIDENT ABOUT YOUR ABILITY TO GET AND HOLD A JOB?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
NO, I MAY HAVE PROBLEMS	71 7.6	29 14.1	31 6.2	11 4.9	25 4.6	46 11.9	37 11.0	34 5.7	50 10.4	16 4.2	5 6.9	20 8.7	12 8.1	32 7.2	7 6.1
YES, I FEEL PRETTY CONFIDENT	864 92.2	177 85.0	471 93.6	214 94.7	520 95.2	341 87.9	298 89.0	565 94.0	431 89.2	363 95.8	67 93.1	208 90.8	137 91.9	410 92.6	108 83.9
NOT REPORTED	2 .2	-	1 .2	1 .4	1 .2	1 .3	-	2 .3	2 .4	-	-	1 .4	-	1 .2	-

Q.12 DO YOU THINK JOB SECURITY IS:

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
A RIGHT	81 81.6	18 8.7	41 8.2	22 9.7	39 7.1	42 10.8	28 8.4	53 8.8	45 9.3	28 7.4	7 9.7	18 7.9	15 10.1	42 9.5	6 5.2
TO BE EARNED	791 84.4	174 84.5	430 85.5	185 81.9	466 85.3	322 83.0	286 85.4	504 83.9	401 83.0	327 86.3	62 86.1	188 82.1	121 81.2	381 86.0	100 87.0
A MATTER OF LUCK	45 4.8	10 4.9	23 4.6	12 5.3	26 4.8	19 4.9	15 4.5	30 5.0	24 5.0	18 4.7	3 4.2	16 7.0	9 6.0	13 2.9	7 6.1
NOT REPORTED	20 2.1	4 1.9	9 1.8	7 3.1	15 2.7	5 1.3	6 1.8	14 2.3	13 2.7	6 1.6	-	7 3.1	4 2.7	7 1.6	2 1.7

Q.13 HOW IMPORTANT TO YOU IS A STEADY JOB?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
VERY IMPORTANT	542 57.8	113 54.9	296 58.8	131 58.0	320 58.6	221 57.0	181 54.0	361 60.1	275 56.9	223 58.8	42 58.3	127 55.5	102 68.5	253 57.1	59 51.3
REASONABLY IMPORTANT	334 35.6	81 39.3	176 35.0	77 34.1	186 34.1	146 37.6	131 39.1	202 33.6	175 36.2	132 34.8	27 37.5	79 34.5	44 29.5	164 37.0	47 40.9
NOT VITAL	60 6.4	12 5.8	31 6.2	17 7.5	39 7.1	21 5.4	23 6.9	37 6.2	33 6.8	23 6.1	3 4.2	23 10.0	3 2.0	25 5.6	9 7.8
NOT REPORTED	1 .1	-	-	1 .4	1 .2	-	-	1 .2	-	1 .3	-	-	-	1 .2	-

Q.14 WHAT ARE YOUR EXPECTATIONS FOR WORK?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
I WILL ENJOY IT	834 89.0	188 91.3	446 88.7	198 87.6	401 80.1	350 90.2	298 89.0	535 89.0	430 90.7	328 86.5	66 91.7	204 89.1	134 89.9	393 88.7	102 88.7
IT WILL BE OKAY, BUT NOT GREAT	90 9.6	16 7.8	50 9.9	24 10.6	54 9.9	36 9.3	34 10.1	56 9.3	40 8.3	44 11.6	5 6.9	22 9.6	15 10.1	40 9.0	13 11.3
I'LL DO IT BECAUSE IT'S A NECESSITY BUT I DON'T EXPECT TO ENJOY IT MUCH	12 1.3	2 1.0	7 1.4	3 1.3	10 1.8	2 .5	3 .9	9 1.5	5 1.0	6 1.6	1 1.4	3 1.3	-	9 2.0	-
NOT REPORTED	1 .1	-	-	1 .4	1 .2	-	-	1 .2	-	1 .3	-	-	-	1 .2	-

Q.15 AT WORK WOULD YOU ACCEPT:

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
AS MUCH RESPONSIBILITY AS YOU CAN GET	825 88.0	181 87.9	447 88.9	196 86.7	477 87.4	345 88.9	292 87.2	532 88.5	442 91.5	323 85.2	58 80.6	210 91.7	140 94.0	376 84.9	98 85.2
PREFER LESS RESPONSIBILITY	99 10.6	21 10.2	52 10.3	25 11.1	60 11.0	39 10.1	36 10.7	63 10.5	37 7.7	47 12.4	14 19.4	13 5.7	9 6.0	61 13.8	16 13.9
NOT REPORTED	13 1.4	4 1.9	4 .8	5 2.2	9 1.6	4 1.0	7 2.1	6 1.0	4 .8	9 2.4	-	6 2.6	-	6 1.4	1 .9

Q.16 WHICH IS MORE IMPORTANT TO YOU:

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
MONEY	39 4.2	6 2.9	27 5.4	6 2.7	24 4.4	15 3.9	18 5.4	21 3.5	22 4.6	16 4.2	1 1.4	8 3.5	8 5.4	15 3.4	8 7.0
JOB SATISFACTION	574 61.3	132 64.1	300 59.6	141 62.4	328 60.1	245 63.1	199 59.4	375 62.4	288 59.6	243 64.1	42 58.3	131 57.2	88 59.1	288 65.0	66 57.4
BEING SUCCESSFUL ON YOUR OWN	311 33.2	66 32.0	171 34.0	73 32.3	188 34.4	121 31.2	113 33.7	197 32.8	167 34.6	114 30.1	28 38.9	87 38.0	52 34.9	132 29.8	40 34.8
NOT REPORTED	13 1.4	2 1.0	5 1.0	6 2.7	6 1.1	7 1.8	9 1.5	8 1.3	6 1.2	6 1.6	1 1.4	3 1.3	1 .7	8 1.8	1 .9

Q.17 IF YOU HAD ALL THE MONEY YOU NEED TO LIVE COMFORTABLY WOULD YOU STILL WANT SOME KIND OF REGULAR JOB?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
YES	718 76.6	160 77.7	390 77.5	166 73.5	411 75.3	305 78.6	261 77.9	457 76.0	372 77.0	288 76.0	56 77.8	172 75.1	114 76.5	344 77.7	87 75.7
NO	69 7.4	14 6.8	35 7.0	20 8.8	49 9.0	19 4.9	17 5.1	52 8.7	29 6.0	35 9.2	5 6.9	18 7.9	9 6.0	30 6.8	12 10.4
I'M NOT SURE	146 15.6	32 15.5	77 15.3	37 16.4	85 15.6	61 15.7	56 16.7	89 14.8	79 16.4	55 14.5	11 15.3	38 16.6	25 16.8	67 15.1	16 13.9
NOT REPORTED	4 .4	-	1 .2	3 1.3	1 .2	3 .8	1 .3	3 .5	3 .6	1 .3	-	1 .4	1 .7	2 .5	-

Q.18 DO YOU THINK THE "SYSTEM" (PRIVATE ENTERPRISE) STILL, BASICALLY, WORKS IN THE UNITED STATES?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
YES, IT STILL WORKS	327 34.9	64 31.1	185 36.8	77 34.1	230 42.1	96 24.7	110 32.8	217 36.1	154 31.9	150 39.6	23 31.9	72 31.4	50 33.6	171 38.6	33 28.7
IT WORKS MOST TIMES	450 48.0	92 44.7	249 49.5	108 47.8	246 45.1	202 52.1	153 45.7	297 49.4	244 50.5	171 45.1	34 47.2	112 48.9	79 53.0	199 44.9	60 52.2
NO, IT DOESN'T WORK	75 8.0	20 9.7	35 7.0	20 8.8	43 7.9	32 8.2	26 7.9	49 8.2	47 9.7	26 6.9	1 1.4	18 7.9	9 6.0	37 8.4	11 9.6
I DON'T KNOW	82 8.8	29 14.1	32 6.4	21 9.3	25 4.6	57 14.7	45 13.4	36 6.0	37 7.7	30 7.9	14 19.4	26 11.4	11 7.4	34 7.7	11 9.6
NOT REPORTED	3 .3	1 .5	2 .4	-	2 .4	1 .3	1 .3	2 .3	1 .2	2 .5	-	1 .4	-	2 .5	-

Q.19 DO YOU AGREE THAT THE BUSINESS WORLD IS COLD AND IMPERSONAL?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
YES, I THINK IT IS	192 20.5	43 20.9	87 17.3	61 27.0	115 21.1	76 19.6	61 18.2	131 21.8	102 21.1	75 19.8	14 19.4	50 21.8	24 16.1	89 20.1	29 25.2
NO, I REALLY DON'T THINK SO	160 17.1	31 15.0	83 16.5	46 20.4	96 17.6	64 16.5	50 14.9	110 18.3	83 17.2	64 16.9	13 19.1	31 13.5	25 16.8	80 18.1	23 20.0
SOMETIMES YES, SOMETIMES NO	545 58.2	127 61.7	309 61.4	108 47.8	309 56.6	234 60.3	207 61.8	337 56.1	274 56.7	227 59.9	42 58.3	139 60.7	97 65.1	252 56.9	57 49.6
I'M NOT SURE	38 4.1	4 1.9	23 4.6	11 4.9	26 4.8	12 3.1	16 4.8	22 3.7	22 4.6	13 3.4	3 4.2	8 3.5	3 2.0	21 4.7	6 5.2
NOT REPORTED	2 .2	1 .5	1 .2	-	-	2 .5	1 .3	1 .2	2 .4	-	-	1 .4	-	1 .2	-

Q.20 WOULD YOU CONSIDER YOURSELF A DO-ER...A SELF-STARTER?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
YES	791 84.4	167 81.1	427 84.9	196 86.7	467 85.5	321 82.7	275 82.1	515 85.7	419 86.7	316 83.4	53 73.6	190 83.0	128 85.9	376 84.9	97 84.3
NO	136 14.5	37 18.0	73 14.5	25 11.1	73 13.4	63 16.2	56 16.7	80 13.3	58 12.0	59 15.6	19 26.4	34 14.8	20 13.4	64 14.4	17 14.8
NOT REPORTED	10 1.1	2 1.0	3 .6	5 2.2	6 1.1	4 1.0	4 1.2	6 1.0	6 1.2	4 1.1	-	5 2.2	1 .7	3 .7	1 .9

Q.21 DO YOU THINK LARGE CORPORATIONS, ON BALANCE, HAVE BEEN DOING A GOOD JOB FOR THE COUNTRY?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
YES	340 36.3	74 35.9	190 37.8	76 33.6	227 41.6	113 29.1	116 34.6	223 37.1	171 35.4	147 38.8	22 30.6	74 32.3	57 38.3	168 37.9	40 34.8
NO	331 35.3	72 35.0	176 35.0	81 35.8	187 34.2	142 36.6	111 33.1	220 36.6	176 36.4	127 33.5	27 37.5	82 35.8	52 34.9	159 35.9	38 33.0
I DON'T KNOW	256 27.3	60 29.1	132 26.2	64 28.3	122 22.3	133 34.3	106 31.6	150 25.0	132 27.3	100 26.4	22 30.6	69 30.1	39 26.2	111 25.1	37 32.2
NOT REPORTED	10 1.1	-	5 1.0	5 2.2	10 1.8	-	2 .6	8 1.3	4 .8	5 1.3	1 1.4	4 1.7	1 .7	5 1.1	-

Q.22 DO YOU FEEL LARGE CORPORATIONS HAVE TOO MUCH INFLUENCE ON OUR SOCIETY AND NATIONAL AFFAIRS?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
YES, I DO	708 75.6	153 74.3	375 74.6	178 78.8	398 72.9	307 79.1	264 78.8	444 73.9	366 75.8	276 72.8	63 87.5	176 76.9	116 77.9	335 75.6	81 70.4
NO, JUST THE RIGHT INFLUENCE	188 20.1	47 22.8	105 20.9	36 15.9	125 22.9	63 16.2	63 18.8	125 20.8	98 20.3	84 22.2	6 8.3	41 17.9	29 19.5	89 20.1	28 24.3
NOT ENOUGH INFLUENCE	26 2.8	4 1.9	13 2.6	9 4.0	18 3.3	8 2.1	4 1.2	21 3.5	12 2.5	13 3.4	1 1.4	7 3.1	3 2.0	12 2.7	4 3.5
NOT REPORTED	15 1.6	2 1.0	10 2.0	3 1.3	5 .9	10 2.6	4 1.2	11 1.8	7 1.4	6 1.6	2 2.8	5 2.2	1 .7	7 1.6	2 1.7

Q.23 DO YOU THINK THE ACTIVITIES, PRODUCTIVITY AND PROFITABILITY OF LARGE CORPORATIONS SHOULD BE:

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 &	21-22	23 &			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
		UNDER		OVER											
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
MORE REGULATED	435 46.4	102 49.5	226 44.9	107 47.3	216 39.6	218 56.2	165 49.3	270 44.9	243 50.3	151 39.8	41 56.9	121 52.8	74 49.7	190 42.9	50 43.5
LESS REGULATED	213 22.7	36 17.5	115 22.9	62 27.4	155 28.4	58 14.9	62 18.5	151 25.1	105 21.7	98 25.9	10 13.9	43 18.8	31 20.8	107 24.2	32 27.8
KEPT THE SAME	253 27.0	65 31.6	137 27.2	49 21.7	155 28.4	96 24.7	97 29.0	155 25.8	118 24.4	114 30.1	18 25.0	54 23.6	39 26.2	131 29.6	28 24.3
NOT REPORTED	36 3.8	3 1.5	25 5.0	8 3.5	20 3.7	16 4.1	11 3.3	25 4.2	17 3.5	16 4.2	3 4.2	11 4.8	5 3.4	15 3.4	5 4.3

Q.24 IS THE UNITED STATES LOSING ITS: NERVE

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 &	21-22	23 &			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
		UNDER		OVER											
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
NO	444 47.4	110 53.4	231 45.9	103 45.6	252 46.2	192 49.5	175 52.2	268 44.6	242 50.1	171 45.1	29 40.3	107 46.7	67 45.0	222 50.1	48 41.7
YES	465 49.6	92 44.7	255 50.7	116 51.3	277 50.7	187 48.2	154 46.0	311 51.7	223 46.2	201 53.0	40 55.6	111 48.5	79 53.0	211 47.6	53 54.8
NOT REPORTED	28 3.0	4 1.9	17 3.4	7 3.1	17 3.1	9 2.3	6 1.8	22 3.7	18 3.7	7 1.8	3 4.2	11 4.8	3 2.0	10 2.3	4 3.5

Q.24 IS THE UNITED STATES LOSING ITS: OPTIMISM

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
NO	316 33.7	71 34.5	166 33.0	77 34.1	205 37.5	110 28.4	114 34.0	202 33.6	149 30.8	139 36.7	27 37.5	69 30.1	48 32.2	163 36.8	36 31.3
YES	604 64.5	132 64.1	328 65.2	144 63.7	332 60.8	271 69.8	215 64.2	388 64.6	326 67.5	233 61.5	43 59.7	154 67.2	100 67.1	270 60.9	79 68.7
NOT REPORTED	17 1.8	3 1.5	9 1.8	5 2.2	9 1.6	7 1.8	6 1.8	11 1.8	8 1.7	7 1.8	2 2.8	6 2.6	1 .7	10 2.3	-

Q.24 IS THE UNITED STATES LOSING ITS: STRENGTH

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
NO	436 46.5	98 47.6	245 48.7	92 40.7	258 47.3	177 45.6	162 48.4	274 45.6	226 46.8	174 45.9	34 47.2	101 44.1	74 49.7	216 48.8	44 38.3
YES	485 51.8	107 51.9	248 49.3	129 57.1	280 51.3	204 52.6	168 50.1	316 52.6	248 51.3	200 52.8	36 50.0	120 52.4	74 49.7	220 49.7	71 61.7
NOT REPORTED	16 1.7	1 .5	10 2.0	5 2.2	8 1.5	7 1.8	5 1.5	11 1.8	9 1.9	5 1.3	2 2.8	8 3.5	1 .7	7 1.6	-

Q.24 IS THE UNITED STATES LOSING ITS: CONFIDENCE

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 ¹ 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
NO	308 32.9	65 31.6	157 31.2	85 37.6	192 35.2	116 29.9	102 30.4	206 34.3	154 31.9	132 34.8	20 27.8	62 27.1	59 39.6	147 33.2	40 34.8
YES	604 64.5	138 67.0	332 66.0	133 58.8	341 62.5	261 67.3	226 67.5	377 62.7	317 65.6	236 62.3	50 69.4	161 70.3	85 57.0	283 63.9	74 64.3
NOT REPORTED	25 2.7	3 1.5	14 2.8	8 3.5	13 2.4	11 2.8	7 2.1	18 3.0	12 2.5	11 2.9	2 2.8	6 2.6	5 3.4	13 2.9	1 .9

Q.24 IS THE UNITED STATES LOSING ITS: MORALE

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
NO	319 34.0	75 36.4	181 36.0	63 27.9	194 35.5	125 32.2	118 35.2	200 33.3	165 34.2	129 34.0	24 33.3	80 34.9	54 36.2	154 34.8	30 26.1
YES	595 63.5	126 61.2	310 61.6	157 69.5	338 61.9	255 65.7	210 62.7	385 64.1	306 63.4	241 63.6	46 63.9	141 61.6	91 61.1	278 62.8	85 73.9
NOT REPORTED	23 2.5	5 2.4	12 2.4	6 2.7	14 2.6	8 2.1	7 2.1	16 2.7	12 2.5	9 2.4	2 2.8	8 3.5	4 2.7	11 2.5	-

Q.24 IS THE UNITED STATES LOSING ITS: PRESTIGE

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 &	21-22	23 &			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
		UNDER		OVER											
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
NO	262 28.0	64 31.1	143 28.4	55 24.3	160 29.3	102 26.3	107 31.9	155 25.8	128 26.5	104 27.4	30 41.7	66 28.8	45 30.2	127 28.7	24 20.9
YES	656 70.0	141 68.4	348 69.2	165 73.0	374 68.5	279 71.9	224 66.9	431 71.7	344 71.2	269 71.0	40 55.6	154 67.2	102 68.5	308 69.5	91 79.1
NOT REPORTED	19 2.0	1 .5	12 2.4	6 2.7	12 2.2	7 1.8	4 1.2	15 2.5	11 2.3	6 1.6	2 2.8	9 3.9	2 1.3	8 1.8	-

Q.24 IS THE UNITED STATES LOSING ITS: UNITY

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 &	21-22	23 &			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
		UNDER		OVER											
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
NO	497 53.0	106 51.5	282 56.1	109 47.8	300 54.9	196 50.5	188 56.1	308 51.2	258 53.4	200 52.8	37 51.4	116 50.7	86 57.7	249 56.2	45 39.1
YES	419 44.7	97 47.1	210 41.7	111 49.1	232 42.5	186 47.9	143 42.7	276 45.9	211 43.7	174 45.9	33 45.8	104 45.4	61 40.9	184 41.5	70 60.9
NOT REPORTED	21 2.2	3 1.5	11 2.2	7 3.1	14 2.6	6 1.5	4 1.2	17 2.8	14 2.9	5 1.3	2 2.8	9 3.9	2 1.3	10 2.3	-

Q.25 DO YOU AGREE/DISAGREE THAT STUDENT DEMONSTRATIONS HAVE A PLACE ON THE COLLEGE CAMPUS TODAY?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
AGREE	413 44.1	98 47.6	223 44.3	92 40.7	249 45.6	164 42.3	149 44.5	263 43.8	237 49.1	145 38.3	30 41.7	108 47.2	57 38.3	195 44.0	52 45.2
DISAGREE	145 15.5	37 18.0	66 13.1	42 18.6	90 16.5	54 13.9	47 14.0	98 16.3	65 13.5	72 19.0	77 9.7	25 10.9	30 20.1	69 15.6	21 18.3
SOMETIMES	376 40.1	71 34.5	213 42.3	90 39.8	204 37.4	170 43.8	139 41.5	237 39.4	178 36.9	162 42.7	35 48.6	95 41.5	62 41.6	177 40.0	42 36.5
NOT REPORTED	3 .3	-	1 .2	2 .9	3 .5	-	-	3 .5	3 .6	-	-	1 .4	-	2 .5	-

Q.26 DO YOU THINK ANY TANGIBLE GAIN WAS ACHIEVED BY CAMPUS PROTESTS IN THE '60S?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
YES	567 60.5	121 58.7	316 62.8	129 57.1	337 61.7	229 59.0	201 60.0	365 60.7	311 64.4	209 55.1	45 62.5	147 64.2	82 55.0	266 60.0	71 61.7
NO	192 20.5	45 21.8	94 18.7	53 23.5	123 22.5	68 17.5	63 18.8	129 21.5	80 16.6	97 25.6	14 18.4	43 18.8	32 21.5	95 21.4	22 19.1
I DON'T KNOW	174 18.6	40 19.4	91 18.1	42 18.6	84 15.4	89 22.9	71 21.2	103 17.1	88 18.2	73 19.3	13 18.1	38 16.6	34 22.8	80 18.1	22 19.1
NOT REPORTED	4 .4	-	2 .4	2 .9	2 .4	2 .5	-	4 .7	4 .8	-	-	1 .4	1 .7	2 .5	-

Q.27 DO YOU THINK SOME TRADE OFF SHOULD BE MADE TO OBTAIN A BETTER BALANCE BETWEEN ENVIRONMENTAL AND SOCIAL CONTROLS ON THE ONE HAND AND ECONOMIC DEVELOPMENT (E.G. ENERGY, ETC.) ON THE OTHER?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
YES, CONTROLS SHOULD BE RELAXED	305 32.6	58 28.2	167 33.2	80 35.4	199 36.4	105 27.1	99 29.6	206 34.3	142 29.4	142 37.5	19 26.4	61 26.6	42 28.2	156 35.2	46 40.0
NO, TIGHT CONTROLS SHOULD BE MAINTAINED	585 62.4	143 69.4	310 61.6	130 57.5	324 59.3	260 67.0	219 65.4	365 60.7	316 65.4	223 58.8	46 63.9	154 67.2	102 68.5	266 60.0	62 53.9
NOT REPORTED	47 5.0	5 2.4	26 5.2	16 7.1	23 4.2	23 5.9	17 5.1	30 5.0	25 5.2	14 3.7	7 9.7	14 6.1	5 3.4	21 4.7	7 6.1

Q.28 HOW DO YOU FEEL ABOUT THE FUTURE? THE 1980'S?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
CONFIDENT	298 31.8	54 26.2	172 34.2	71 31.4	202 37.0	96 24.7	101 30.1	197 32.8	155 32.1	116 30.6	26 36.1	69 30.1	53 35.6	144 32.5	31 27.0
WORRIED	338 36.1	84 40.8	166 33.0	87 38.5	168 30.8	168 43.3	120 35.8	217 36.1	173 35.8	138 36.4	25 34.7	80 34.9	53 35.6	161 36.3	44 38.3
NEITHER, I'LL WAIT & SEE	287 30.6	66 32.0	160 31.8	61 27.0	164 30.0	122 31.4	113 33.7	174 29.0	151 31.3	115 30.3	21 29.2	77 33.6	42 28.2	129 29.1	39 33.9
NOT REPORTED	14 1.5	2 1.0	5 1.0	7 3.1	12 2.2	2 .5	1 .3	13 2.2	4 .8	10 2.6	-	3 1.3	1 .7	9 2.0	1 .9

Q.29 DO YOU EXPECT TO BE HAPPY IN THE '80S?

	AGE						CLASS		MAJOR			AREA			
	TOTAL	20 &		23 &	MALE	FEMALE	JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
		UNDER	21-22	OVER											
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
YES	774 82.6	164 79.6	426 84.7	183 81.0	461 84.4	311 80.2	269 80.3	505 84.0	400 82.8	311 82.1	61 84.7	188 82.1	121 81.2	370 83.5	94 81.7
NO	18 1.9	3 1.5	8 1.6	7 3.1	13 2.4	5 1.3	4 1.2	14 2.3	8 1.7	9 2.4	-	4 1.7	3 2.0	9 2.0	2 1.7
NOT SURE	141 15.0	38 18.4	68 13.5	34 15.0	69 12.6	71 18.3	61 18.2	79 13.1	73 15.1	57 15.0	11 15.3	35 15.3	25 16.8	62 14.0	19 16.5
NOT REPORTED	4 .4	1 .5	1 .2	2 .9	3 .5	1 .3	1 .3	3 .5	2 .4	2 .5	-	2 .9	-	2 .5	-

Q.30 WHAT ARE THE FOUR BIGGEST PROBLEMS FACING THE UNITED STATES?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
ENERGY	540 57.6	127 61.7	295 58.8	117 51.8	327 59.9	210 54.1	197 58.8	343 57.1	278 57.6	223 58.8	39 54.2	134 58.5	75 50.3	268 60.5	63 54.8
INFLATION	483 51.5	107 51.9	262 52.1	114 50.4	278 50.9	204 52.6	177 52.8	306 50.9	251 52.0	195 51.5	36 50.0	107 46.7	81 54.4	240 54.2	55 47.8
INTERNATIONAL RELATIONS	490 52.3	122 59.2	266 52.9	101 44.7	266 48.7	223 57.5	187 55.8	302 50.2	256 53.0	189 49.9	43 59.7	110 48.0	87 58.4	242 54.6	51 44.3
LOSS OF PRIDE IN AMERICANS	291 31.1	56 27.2	166 33.0	68 30.1	176 32.2	115 29.6	97 29.0	193 32.1	146 30.2	124 32.7	19 26.4	71 31.0	49 32.9	125 28.2	46 40.0
OTHER ECONOMIC PROBLEMS	343 36.6	75 36.4	183 36.4	84 37.2	188 34.4	153 39.4	121 36.1	221 36.8	193 40.0	122 32.2	27 37.5	91 39.7	52 34.9	165 37.2	35 30.4
LACK OF LEADERSHIP	290 30.9	66 32.0	156 31.0	67 29.6	167 30.6	123 31.7	105 31.3	185 30.8	152 31.5	117 30.9	20 27.8	78 34.1	46 30.9	131 29.6	35 30.4
CRIME	44 4.7	6 2.9	26 5.2	12 5.3	23 4.2	21 5.4	10 3.0	34 5.7	21 4.3	17 4.5	6 8.3	12 5.2	6 4.0	23 5.2	3 2.6
WAR	187 20.0	41 19.9	92 18.3	54 23.9	114 20.9	72 18.6	58 17.3	128 21.3	103 21.3	73 19.3	11 15.3	45 19.7	27 18.1	96 21.7	19 16.5
GOVERNMENT IS GETTING (OR IS) TOO BIG/GOV'T SPENDING	146 15.6	16 7.8	85 16.9	44 19.5	104 19.0	41 10.6	41 12.2	105 17.5	61 12.6	79 20.8	6 8.3	26 11.4	14 9.4	81 18.3	25 21.7
BIG BUSINESS/CAPITALISM	128 13.7	18 8.7	73 14.5	37 16.4	77 14.1	50 12.9	33 9.9	95 16.8	66 13.7	48 12.7	13 18.1	29 12.7	12 8.1	67 15.1	20 17.4
OTHER	231 24.7	53 25.7	125 24.9	53 23.5	131 24.0	99 25.5	85 25.4	146 24.3	127 26.3	89 23.5	14 18.4	64 27.9	38 25.5	102 23.0	27 23.5
NO ANSWER	32 3.4	9 4.4	14 2.8	9 4.0	17 3.1	15 3.9	14 4.2	18 3.0	14 2.9	16 4.2	2 2.8	11 4.8	7 4.7	10 2.3	3 2.6

Q.31 WHAT ARE THE MAJOR PERSONAL PROBLEMS YOU WILL FACE IN THE '80S?

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	TECH- SCIENCE	NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
FINDING A JOB	443 47.3	121 58.7	231 45.9	91 40.3	238 43.6	204 52.6	182 51.3	260 43.3	255 52.8	149 39.3	38 52.8	118 51.5	75 50.3	210 47.4	40 34.8
FINANCIAL WORRIES	401 42.8	71 34.5	224 44.5	105 46.5	239 43.8	161 41.5	124 37.0	277 46.1	198 41.0	174 45.9	27 37.5	74 32.3	69 46.3	201 45.4	57 49.6
MARRIAGE	276 29.5	57 27.7	156 31.0	62 27.4	156 28.6	119 30.7	86 25.7	189 31.4	134 27.7	115 30.3	26 36.1	68 29.7	53 35.6	124 28.0	31 27.0
INTEGRATING MARRIAGE/ CAREER	74 7.9	18 8.7	41 8.2	15 6.6	16 2.9	58 14.9	25 7.5	49 8.2	46 9.5	24 6.3	4 5.6	29 12.7	6 4.0	35 7.9	4 3.5
CAREER CHOICE	63 6.7	13 6.3	40 8.0	10 4.4	28 5.1	35 9.0	25 7.5	38 6.3	41 8.5	17 4.5	4 5.6	23 10.0	9 6.0	22 5.0	9 7.8
GETTING THROUGH SCHOOL FINANCIALLY	92 9.8	32 15.5	40 8.0	20 8.8	39 7.1	53 13.7	41 12.2	50 8.3	47 9.7	37 9.8	7 9.7	30 13.1	15 10.1	35 7.9	12 10.4
HAPPINESS	67 7.2	13 6.3	39 7.8	15 6.6	42 7.7	25 6.4	25 7.5	42 7.0	42 8.7	21 5.5	4 5.6	17 7.4	9 6.0	31 7.0	10 8.7
GETTING SETTLED	141 15.0	39 18.9	83 16.5	19 8.4	70 12.8	71 18.3	61 18.2	80 13.3	82 17.0	47 12.4	12 16.7	30 13.1	27 18.1	69 15.6	15 13.0
OTHER	278 29.7	63 30.6	149 29.6	65 28.8	166 30.4	111 28.6	98 29.3	180 30.0	142 29.4	111 29.3	24 33.3	61 26.6	45 30.2	135 30.5	37 32.2
NO ANSWER	99 10.6	18 8.7	48 9.5	32 14.2	68 12.5	30 7.7	30 9.0	69 11.5	42 8.7	51 13.5	6 8.3	27 11.8	13 8.7	44 9.9	14 12.2

YOUR AGE

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
18 AND UNDER	18 1.9	18 8.7	-	-	8 1.5	10 2.6	18 5.4	-	10 2.1	7 1.8	1 1.4	6 2.6	5 3.4	6 1.4	1 .9
19 - 20	188 20.1	188 91.3	-	-	87 15.9	100 25.8	159 47.5	29 4.8	120 24.8	57 15.0	11 15.3	67 29.3	31 20.8	73 16.5	17 14.8
21 - 22	503 53.7		503 100.0		302 55.3	201 51.8	128 38.2	375 62.4	254 52.6	212 55.9	37 51.4	131 57.2	78 52.3	250 56.4	44 38.3
23 AND OVER	226 24.1	-	-	226 100.0	148 27.1	77 19.8	30 9.0	195 32.4	99 20.5	102 26.0	22 30.6	25 10.9	34 22.8	113 25.5	53 46.1
NOT REPORTED	2 .2	-	-	-	1 .2	-	-	2 .3	-	1 .3	1 1.4	-	1 .7	1 .2	-

SEX

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
MALE	546 58.3	95 46.1	302 60.0	148 65.5	546 100.0	-	178 51.1	368 61.2	229 47.4	284 74.9	32 44.4	118 51.5	84 56.4	275 62.1	69 60.0
FEMALE	388 41.4	110 53.4	201 40.0	77 34.1	-	388 100.0	156 46.6	231 38.4	252 52.2	94 24.8	40 55.6	110 48.0	64 43.0	168 37.9	45 39.1
NOT REPORTED	3 .3	1 .5	-	1 .4	-	-	1 .3	2 .3	2 .4	1 .3	-	1 .4	1 .7	-	1 .9

YOUR CLASS (FRESHMAN, ETC.)

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
FRESHMAN	31 3.3	28 13.6	2 .4	1 .4	16 2.9	15 3.9	31 9.3	-	18 3.7	9 2.4	4 5.6	11 4.8	7 4.7	12 2.7	1 .9
SOPHOMORE	30 3.2	26 12.6	2 .4	2 .9	15 2.7	15 3.9	30 9.0	-	21 4.3	7 1.8	2 2.8	8 3.5	5 3.4	16 3.6	1 .9
JUNIOR	274 29.2	123 59.7	124 24.7	27 11.9	147 26.9	126 32.5	274 81.8	-	162 33.5	95 25.1	16 22.2	89 38.9	46 30.9	110 24.8	29 25.2
SENIOR	530 56.6	28 13.6	364 72.4	136 60.2	328 60.1	200 51.5	-	530 88.2	244 50.5	246 64.9	40 55.6	109 47.6	77 51.7	272 61.4	71 61.7
GRADUATE	71 7.6	1 .5	11 2.2	59 26.1	40 7.3	31 8.0	-	71 11.8	38 7.9	22 5.8	9 12.5	11 4.8	14 9.4	33 7.4	13 11.3
NOT REPORTED	1 .1	-	-	1 .4	-	1 .3	-	-	-	-	1 1.4	1 .4	-	-	-

YOUR MAJOR

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB-ERAL ARTS	SCIENCE	TECH-NICAL	NORTH-EAST	SOUTH-EAST	MID-WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
LIBERAL ARTS	483 51.5	130 63.1	254 50.5	99 43.8	229 41.9	252 64.9	201 60.0	282 46.9	483 100.0	-	-	128 55.9	82 55.0	221 49.9	51 44.3
SCIENCES	379 40.4	64 31.1	212 42.1	102 45.1	284 52.0	94 24.2	111 33.1	268 44.6	-	379 100.0	-	90 39.3	49 32.9	186 42.0	54 47.0
TECHNICAL	72 7.7	12 5.8	37 7.4	22 9.7	32 5.9	40 10.3	22 6.6	49 8.2	-	-	72 100.0	11 4.8	18 12.1	35 7.9	8 7.0
NOT REPORTED	3 .3	-	-	3 1.3	1 .2	2 .5	1 .3	2 .3	-	-	-	-	-	1 .2	2 1.7

YOUR COLLEGE REGION

	TOTAL	AGE			MALE	FEMALE	CLASS		MAJOR			AREA			
		20 & UNDER	21-22	23 & OVER			JUNIOR OR LESS	SENIOR OR GRADUATE	LIB- ERAL ARTS	SCIENCE	TECH- NICAL	NORTH- EAST	SOUTH- EAST	MID- WEST	WEST
TOTAL RESPONDENTS	937 100.0	206 100.0	503 100.0	226 100.0	546 100.0	388 100.0	355 100.0	601 100.0	483 100.0	379 100.0	72 100.0	229 100.0	149 100.0	443 100.0	115 100.0
NORTHEAST	229 24.4	73 35.4	131 26.0	25 11.1	118 21.6	110 28.4	108 32.2	120 20.0	128 26.5	90 23.7	11 15.3	229 100.0	-	-	-
SOUTHEAST	149 15.9	36 17.5	78 15.5	34 15.0	84 15.4	64 16.5	58 17.3	91 15.1	82 17.0	49 12.9	18 25.0	-	149 100.0	-	-
MIDWEST	443 47.3	79 38.3	250 49.7	113 50.0	275 50.4	168 43.3	138 41.2	305 50.7	221 45.8	186 49.1	35 48.6	-	-	443 100.0	-
WEST	115 12.3	18 8.7	44 8.7	53 23.5	69 12.6	45 11.6	31 9.3	84 14.0	51 10.6	54 14.2	8 11.1	-	-	-	115 100.0
NOT REPORTED	1 .1	-	-	1 .4	-	1 .3	-	1 .2	1 .2	-	-	-	-	-	-